

# ORDER

**WOOD**

**Orders**  
**Order / Rev:** 199709  
**Alt Order #:** 6843808  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 1262  
**Flight Dates:** 08/21/12 - 08/27/12  
**Original Date / Rev:** 08/20/12 / 08/20/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Avenue  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Restore Our Future  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2570/SP271/TO1326/AL2874/MO967

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	46	\$34,775.00	\$29,558.75
08/27/12	08/27/12	8	\$4,950.00	\$4,207.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	46	\$34,775.00	\$29,558.75	0.00
September 2012	8	\$4,950.00	\$4,207.50	0.00
<b>Totals</b>	<b>54</b>	<b>\$39,725.00</b>	<b>\$33,766.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WOOD	27%	\$39,725.00
Market	100%	\$147,129.63

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	3%	\$4,413.89
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	48%	\$70,622.22
WXMI	7%	\$10,299.07
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	15%	\$22,069.44

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	08/21/12	08/21/12	6am Daybreak	CM	6-7a	-T-----	:30	2	\$650.00	P3	0.00	NM	2	\$1,300.00
6A DAY BREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-T-----			2		\$650.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	08/21/12	08/21/12	6am Daybreak 6am Daybreak	CM	6-7a	-T-----	:30	2	\$650.00	P3	0.00	NM	2	\$1,300.00
6A DAY BREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-T-----			2		\$650.00		0.00				
E 2	WOOD	08/22/12	08/22/12	6am Daybreak 6am Daybreak	CM	6-7a	--W----	:30	2	\$650.00	P3	0.00	NM	2	\$1,300.00
6A DAY BREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--W----			2		\$650.00		0.00				
E 3	WOOD	08/23/12	08/24/12	6am Daybreak 6am Daybreak	CM	6-7a	---TF--	:30	2	\$650.00	P3	0.00	NM	2	\$1,300.00
6A DAY BREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	---TF--			2		\$650.00		0.00				
E 4	WOOD	08/21/12	08/24/12	Today Show 3 Today Show 3	CM	10-11a	-TWTF--	:30	4	\$300.00	P3	0.00	NM	4	\$1,200.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-TWTF--			4		\$300.00		0.00				
E 5	WOOD	08/21/12	08/24/12	Noon News News 8 @ Noon	CM	12-1p	-TWTF--	:30	8	\$450.00	P2	0.00	NM	8	\$3,600.00
NOON NEWS 2X / DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-TWTF--			8		\$450.00		0.00				
E 6	WOOD	08/22/12	08/24/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	--WTF--	:30	3	\$1,100.00	P3	0.00	NM	3	\$3,300.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--WTF--			3		\$1,100.00		0.00				
E 7	WOOD	08/21/12	08/24/12	LN M-F M-F News 8 @ 11	CM	11-1135p	-TWTF--	:30	4	\$1,000.00	P4	0.00	NM	4	\$4,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-TWTF--			4		\$1,000.00		0.00				
E 8	WOOD	08/21/12	08/24/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	-TWTF--	:30	4	\$500.00	P3	0.00	NM	4	\$2,000.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-TWTF--			4		\$500.00		0.00				
E 9	WOOD	08/22/12	08/22/12	Wed Hour 3 Wednesday 10-11p	CM	10-11p	--W----	:30	2	\$1,200.00	P3	0.00	NM	2	\$2,400.00
LAW ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--W----			2		\$1,200.00		0.00				
E 10	WOOD	08/24/12	08/24/12	Fri Hour 3 Friday 10-11p	CM	10-11p	----F--	:30	1	\$1,200.00	P3	0.00	NM	1	\$1,200.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	----F--			1		\$1,200.00		0.00				
E 11	WOOD	08/25/12	08/25/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
SAT 6A NEW BREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-			2		\$300.00		0.00				
E 12	WOOD	08/25/12	08/25/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	2	\$650.00	P2	0.00	NM	2	\$1,300.00
SAT 7A NEW BREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-			2		\$650.00		0.00				
E 13	WOOD	08/25/12	08/25/12		CM	6-630p	-----S-	:30	1	\$850.00	P2	0.00	NM	1	\$850.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 6p News 8 Sat News 8 @6p SAT 6P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S- 1 \$850.00 0.00														
E 14	WOOD	08/25/12	08/25/12	LN Sa Saturday News 8 @11	CM	11-1130p -----S-	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
SAT LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S- 1 \$1,000.00 0.00														
E 15	WOOD	08/26/12	08/26/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a -----S	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
SUN DAYBREAK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 2 \$300.00 0.00														
E 16	WOOD	08/26/12	08/26/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a -----S	:30	1	\$825.00	P2	0.00	NM	1	\$825.00
SUN NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 1 \$825.00 0.00														
E 17	WOOD	08/26/12	08/26/12	Today Show Su Today Show Sunday	CM	758-9a -----S	:30	1	\$950.00	P3	0.00	NM	1	\$950.00
SUN TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 1 \$950.00 0.00														
E 18	WOOD	08/26/12	08/26/12	Meet the Press Meet the Press	CM	858-1001a -----S	:30	1	\$750.00	P5	0.00	NM	1	\$750.00
MEET THE PRESS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 1 \$750.00 0.00														
E 19	WOOD	08/26/12	08/26/12	Sun 10-11am To The Point	CM	1001-1030a -----S (10:00 AM-10:30 AM)	:30	1	\$300.00	P5	0.00	NM	1	\$300.00
TO THE POINT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 1 \$300.00 0.00														
E 20	WOOD	08/26/12	08/26/12	NFL Pre-Season Game NFL Pre Season	CM	8-1130p -----S (8:00 PM-11:30 PM)	:30	2	\$3,000.00	P2	0.00	NM	2	\$6,000.00
NFL PRESEASON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 2 \$3,000.00 0.00														
E 21	WOOD	08/27/12	08/27/12	6am Daybreak 6am Daybreak	CM	6-7a M-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
6A NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 M----- 1 \$650.00 0.00														
E 22	WOOD	08/27/12	08/27/12	Today Show 3 Today Show 3	CM	10-11a M-----	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
TODAY 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 M----- 1 \$300.00 0.00														
E 23	WOOD	08/27/12	08/27/12	Noon News News 8 @ Noon	CM	12-1p M-----	:30	2	\$450.00	P2	0.00	NM	2	\$900.00
NOON NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 M----- 2 \$450.00 0.00														
E 24	WOOD	08/27/12	08/27/12	M-F 5p News M-F News 8 @5p	CM	5-530p M-----	:30	1	\$1,100.00	P3	0.00	NM	1	\$1,100.00
5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 M----- 1 \$1,100.00 0.00														
E 25	WOOD	08/27/12	08/27/12		CM	11-1135p M-----	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00

Advertiser:	POL/Restore Our Future
Product Desc:	RESTORE OUR FUTURE
Estimate:	1262

**WOOD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LN M-F															
M-F News 8 @ 11															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	M-----		1		\$1,000.00		0.00					
E 26	WOOD	08/27/12	08/27/12	Tonight Show/Jay Leno	CM	1135-1235a	M-----	:30	2	\$500.00	P3	0.00	NM	2	\$1,000.00
Tonight Show w/ Leno															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	M-----		2		\$500.00		0.00					
Totals														54	\$39,725.00